A1325-3

LIFE INSURANCE BUYING

1979

An analysis of ordinary Life Insurance purchases in the United States 1979

CONTENTS

Highlights and Trends 4-5
Age of Insured 6
Occupation of Insured 7
Marital Status of Insured 8
Income of Insured 9
Size of Policy 10-11
Type of Policy 12-13
Mode of Premium Payment 14-15
Age, Sex, and Marital Status—1979
- Type of Policy 16-18
- Income of Insured 19-21
- Occupation of Insured 22-24
- Size of Policy 25-27

This edition of *Life Insurance Buying* is based on the 1979 Buyer Study conducted by the Life Insurance Marketing and Research Association, Hartford, Connecticut. The data present an analysis of ordinary life insurance policies purchased during 1979, disclosing individual characteristics of the persons insured by these policies.

American Council of Life Insurance
Statistical Services
1850 K Street, N.W.
Washington, D.C. 20006

HIGHLIGHTS AND TRENDS

This edition of *Life Insurance Buying* outlines the characteristics of persons on whose lives ordinary life insurance policies were purchased in 1979. The data were collected by the Life Insurance Marketing and Research Association.* Ordinary life insurance is insurance purchased by individuals, usually through a life insurance agent. It includes both permanent and term insurance and is the most commonly purchased form of life insurance protection in this country, accounting for 66% of life insurance purchases in 1979.

Highlights of the 1979 Survey

- Adult males (for the purpose of this survey, adults are persons 15 years of age or older) accounted for the largest proportion of the total amount of life insurance purchased—75% in 1979. The proportion of the total amount of life insurance issued on women and issued on children was 20% and 5% respectively.
- 59% of the policies issued during 1979 were for men and women between the ages of 20 and 39. This age group also accounted for 71% of the total face value of life insurance issued.
- People in the $10,000 to $14,999 income bracket purchased 29% of the policies issued to persons reporting income of at least $3,000.
- The average size policy issued on people in the $10,000 to $14,999 income range increased 17% between 1974 and 1979, when the average size policies were $21,150 and $24,730 respectively. In the next higher income bracket—$15,000 to $24,999—the average size policy increased by 18% from $31,860 to $37,470.
- Premiums on 62% of the policies were paid on a monthly basis in 1979. One of three methods are utilized for monthly payments: (1) payment directly to the company (12%), (2) payment through a monthly bank plan by which the bank automatically deducts premiums from the policyholder's account and transmits them to the company (30%), and (3) payment of premiums on a home service basis, with the agent collecting the premiums at the policyholder's home (20%).

---

*The sample, which was representative of all ordinary policies issued in the United States during the survey year, consisted of 28,863 policies totaling $767,801,010 issued by 86 companies.

The policies were reported on an issued rather than a paid for basis: amount figures are based on the initial amount at risk. Excluded are credit insurance, mass-marketed ordinary, single premium policies, annuities without insurance, and all issues arising from term and group conversions and reinsurance.

Five-Year Trends: 1974-1979

- The average size new policy increased from $16,140 in 1974 to $26,600 in 1979—up 65%.
- The 1974-1979 comparison confirms the continuing trend to more insurance purchases for women. In 1974 adult female lives accounted for 26% of new policies; in 1979 women accounted for 31% of the policies purchased.
- The average size policy on the life of an adult male increased 65% in five years to $36,830 in 1979. The average policy issued on adult females exhibited an even greater increase. Between 1974 and 1979 the average policy purchased on women rose 91%, to $17,670. In 1974 the average women's new policy was 42% as large as the males; by 1979 it was 48% as large.
- The trend toward purchasing more term life insurance continued, although permanent insurance is still the type of ordinary insurance most often purchased. Level and decreasing term policies accounted for 20% of all ordinary policies sold in 1979. In 1974 the percentage was 14%.
- Of the amount purchased 53% was term insurance (including the term portion of combination policies) in 1979 compared to 46% in 1974

Distribution of Sample

	Percent of Policies	Percent of Amount	Average Size Policy*
Male Adults	54%	75%	$36,830
Female Adults	31	20	17,670
Total Adults	85%	95%	$29,940
Male Children†	8%	3%	$ 8,640
Female Children†	7	2	7,420
Total Children†	15%	5%	$ 8,070
Total Males	62%	78%	$33,160
Total Females	38	22	15,710
All Buyers	100%	100%	$26,600
Type of Agent Selling Policy			
Ordinary Agent	69%	84%	$32,580
Combination Agent	31	16	13,490
All Agents	100%	100%	$26,600

* In some tables, the average size policy shown will not correspond with those listed here due to "not ascertained" cases in the characteristics.

† Children — Under 15 years of age.

AGE OF INSURED

All Insureds — 1979

Age	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
0	4%	5%	4%	1%	2%	1%
1- 4	3	6	4	1	3	1
5-14	6	8	7	2	4	2
15-19	8	10	9	3	7	4
20-24	18	18	18	14	19	15
25-29	19	16	18	21	21	21
30-34	15	11	14	22	16	21
35-39	10	7	9	15	11	14
40-44	6	5	6	8	6	8
45-54	7	8	7	10	7	9
55-64	3	4	3	3	3	3
65 and over	1	2	1	†	1	1
Total	100%	100%	100%	100%	100%	100%

Age	Average Size Policy		
	Male	Female	Total
0	$ 7,560	$ 7,110	$ 7,350
1- 4	8,620	7,990	8,300
5-14	9,330	7,230	8,390
15-19	14,430	11,070	12,920
20-24	24,810	16,130	21,580
25-29	35,680	20,820	30,750
30-34	46,660	23,440	39,710
35-39	51,050	24,060	42,750
40-44	49,540	19,470	38,900
45-54	46,400	13,600	33,270
55-64	34,480	11,500	24,000
65 and over	17,570	4,870	9,830
Total	$33,160	$15,710	$26,600

† Less than .5%.

OCCUPATION OF INSURED

Adults — 1979

Occupation	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Professional and Semiprofessional	13%	12%	12%	17%	15%	17%
Executives, Managers and Proprietors	22	6	16	34	11	29
Farm Owners and Managers	3	†	2	5	1	4
Clerical and Sales	12	27	18	12	28	16
Craftsmen, Foremen and Operatives	32	10	24	22	7	19
Service Workers, Unskilled Workers and Armed Forces	11	11	11	7	7	7
Students (Age 15 and over)	7	8	8	3	5	3
Homemakers	-	26	9	-	26	5
Total	100%	100%	100%	100%	100%	100%

Occupation	Average Size Policy		
	Male	Female	Total
Professional and Semiprofessional	$50,390	$23,430	$41,460
Executives, Managers and Proprietors	58,900	30,960	54,960
Farm Owners and Managers	57,190	*	57,430
Clerical and Sales	38,380	18,490	27,370
Craftsmen, Foremen and Operatives	25,910	13,960	24,200
Service Workers, Unskilled Workers and Armed Forces	23,500	13,090	19,940
Students (Age 15 and over)	15,450	10,900	13,680
Homemakers	-	17,520	17,520
Total	$37,560	$18,050	$30,600

† Less than .5%.

* Averages not shown for fewer than 25 policies.

Note: Excludes Retirees and those not reporting an occupation.

MARITAL STATUS OF INSURED

Adults — 1979

Marital Status	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Never Married	26%	29%	27%	14%	23%	16%
Married	71	55	65	83	63	79
Widowed, Divorced or Separated	3	16	8	3	14	5
Total	100%	100%	100%	100%	100%	100%

Marital Status	Average Size Policy		
	Male	Female	Total
Never Married	$20,410	$13,970	$17,890
Married	43,010	20,450	36,220
Widowed, Divorced or Separated	31,710	14,980	19,360
Total	$36,830	$17,670	$29,940

INCOME OF INSURED

Adults — 1979

Income	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
$ 3,000-$ 4,999	†	2%	1%	†	1%	†
$ 5,000-$ 7,499	4%	19	8	2%	14	3
$ 7,500-$ 9,999	9	26	13	4	20	7
$ 10,000-$14,999	27	34	29	18	33	20
$ 15,000-$24,999	39	16	32	36	22	34
$ 25,000-$49,999	16	3	13	26	7	23
$ 50,000-$74,999	3	†	2	8	2	7
$ 75,000-$99,999	1	†	1	2	†	2
$100,000 and Over	1	†	1	4	1	4
Total	100%	100%	100%	100%	100%	100%

Income	Average Size Policy		
	Male	Female	Total
$ 3,000-$ 4,999	$ 17,130	$11,090	$ 12,820
$ 5,000-$ 7,499	16,470	14,240	15,010
$ 7,500-$ 9,999	19,610	15,840	17,620
$ 10,000-$14,999	26,900	20,080	24,730
$ 15,000-$24,999	38,950	28,170	37,470
$ 25,000-$49,999	66,380	61,490	66,120
$ 50,000-$74,999	110,870	*	110,770
$ 75,000-$99,999	116,420	*	113,630
$100,000 and Over	150,670	*	151,740
Total	$ 41,640	$20,550	$ 35,890

† Less than .5%.

* Averages not shown for fewer than 25 policies.

Note: Excludes those reporting less than $3,000 or no income.

SIZE OF POLICY

All Insureds — 1979

Policy Size	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Under-$ 2,000	3%	6%	4%	†	†	†
$ 2,000-$ 4,999	6	13	9	†	2%	1%
$ 5,000	8	16	11	1%	5	2
$ 5,001-$ 9,999	4	7	5	1	3	1
$ 10,000	15	21	18	5	14	7
$ 10,001-$24,999	17	16	17	9	17	11
$ 25,000-$49,999	23	14	20	22	26	23
$ 50,000-$99,999	14	5	10	24	17	22
$100,000 and Over	10	2	6	38	16	33
Total	100%	100%	100%	100%	100%	100%

Policy Size	Average Size Policy		
	Male	Female	Total
Under $ 2,000	$ 1,060	$ 1,050	$ 1,050
$ 2,000-$ 4,999	2,600	2,580	2,590
$ 5,000	5,000	5,000	5,000
$ 5,001-$ 9,999	7,230	7,030	7,130
$ 10,000	10,000	10,000	10,000
$ 10,001-$24,999	16,950	16,570	16,820
$ 25,000-$49,999	31,020	29,560	30,640
$ 50,000-$99,999	57,000	55,220	56,690
$100,000 and Over	133,660	127,880	133,040
Total	$ 33,160	$ 15,710	$ 26,600

† Less than .5%.

SIZE OF POLICY

Adults — 1979

Policy Size	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Under-$ 2,000	1%	6%	3%	†	†	†
$ 2,000-$ 4,999	4	10	6	†	2%	1%
$ 5,000	5	13	8	1%	4	1
$ 5,001-$ 9,999	4	7	5	1	3	1
$ 10,000	14	21	16	4	12	6
$ 10,001-$24,999	19	18	19	9	17	11
$ 25,000-$49,999	26	17	23	22	28	23
$ 50,000-$99,999	16	6	12	24	18	23
$100,000 and Over	11	2	8	39	16	34
Total	100%	100%	100%	100%	100%	100%

Policy Size	Average Size Policy		
	Male	Female	Total
Under-$ 2,000	$ 1,040	$ 1,040	$ 1,040
$ 2,000-$ 4,999	2,760	2,680	2,710
$ 5,000	5,000	5,000	5,000
$ 5,001-$ 9,999	7,370	7,060	7,210
$ 10,000	10,000	10,000	10,000
$ 10,001-$24,999	17,020	16,640	16,890
$ 25,000-$49,999	31,210	29,720	30,820
$ 50,000-$99,999	57,020	55,260	56,720
$100,000 and Over	133,960	127,110	133,240
Total	$ 36,830	$ 17,670	$ 29,940

† Less than .5%.

TYPE OF POLICY

All Insureds — 1979

Type of Policy	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Straight Life	34%	39%	36%	25%	30%	26%
Limited Payment	11	17	14	4	8	5
Modified Life	5	5	5	5	5	5
Endowment	3	4	3	1	2	1
Retirement Income	2	1	1	1	1	1
Level Term	14	8	12	29	20	27
Decreasing Term	10	4	8	12	8	12
Combination Policy	12	11	12	14	14	14
Family Plan Policy with Additional Term	1	2	1	1	2	1
	†	†	†	†	†	†
Regular Policy with Family Plan Rider	5	6	5	5	6	5
and Additional Term	2	2	2	3	4	3
Progressive and Other	1	1	1	†	†	†
Total	100%	100%	100%	100%	100%	100%

Type of Policy	Average Size Policy		
	Male	Female	Total
Straight Life	$24,150	$11,950	$19,120
Limited Payment	11,900	6,970	9,540
Modified Life	31,040	16,400	25,690
Endowment	10,780	9,690	10,280
Retirement Income	15,120	10,700	13,660
Level Term	67,340	37,840	59,560
Decreasing Term	42,500	32,940	40,600
Combination Policy	38,760	20,580	32,560
Family Plan Policy	20,350	11,870	16,430
with Additional Term	35,950	*	34,800
Regular Policy with Family Plan Rider	31,160	15,920	24,560
and Additional Term	48,440	30,060	42,450
Progressive and Other	15,220	8,600	12,700
Total	$33,160	$15,710	$26,600

† Less than .5%.

* Averages not shown for fewer than 25 policies.

TYPE OF POLICY

Adults — 1979

Type of Policy	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Straight Life	33%	40%	36%	24%	29%	25%
Limited Payment	8	13	10	3	6	4
Modified Life	5	4	4	4	4	4
Endowment	2	4	3	1	2	1
Retirement Income	2	1	2	1	1	1
Level Term	16	10	14	30	22	28
Decreasing Term	11	5	9	13	9	12
Combination Policy	13	11	12	14	15	15
Family Plan Policy	1	2	1	1	1	1
with Additional Term	†	†	†	†	†	†
Regular Policy with Family Plan Rider	6	8	6	5	7	5
and Additional Term	3	2	3	4	4	4
Progressive and Other	†	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Type of Policy	Average Size Policy		
	Male	Female	Total
Straight Life	$26,500	$12,580	$20,910
Limited Payment	15,480	8,200	12,040
Modified Life	35,740	18,700	30,110
Endowment	12,980	11,210	12,160
Retirement Income	15,190	10,740	13,730
Level Term	68,680	39,160	61,020
Decreasing Term	42,500	32,940	40,600
Combination Policy	41,890	22,810	35,600
Family Plan Policy	20,350	11,870	16,430
with Additional Term	35,950	*	34,800
Regular Policy with Family Plan Rider	31,160	15,920	24,560
and Additional Term	48,440	30,060	42,450
Progressive and Other	25,580	14,660	22,070
Total	$36,830	$17,670	$29,940

† Less than .5%.

* Averages not shown for fewer than 25 policies.

MODE OF PREMIUM PAYMENT

All Insureds — 1979

Mode of Premium Payment	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Annual [1]	19%	14%	17%	23%	19%	22%
Semiannual	6	5	6	7	6	6
Quarterly [2]	10	10	10	11	10	11
Monthly	13	10	12	15	14	15
Monthly Bank Plans	32	28	30	36	35	36
Salary Savings	5	5	5	4	5	5
Monthly Debit	15	27	20	4	11	5
Weekly Debit [3]	†	1	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Mode of Premium Payment	Average Size Policy		
	Male	Female	Total
Annual [1]	$41,600	$21,020	$35,190
Semiannual	36,440	17,290	29,640
Quarterly [2]	35,310	15,460	27,950
Monthly	37,450	22,340	32,720
Monthly Bank Plans	37,650	20,010	31,530
Salary Savings	29,400	15,730	24,400
Monthly Debit	8,610	6,290	7,400
Weekly Debit [3]	3,730	3,150	3,410
Total	$33,160	$15,710	$26,600

† Less than .5%.

(1) Includes a small amount of annual bank plan payments.

(2) Includes a small amount of quarterly bank plan payments.

(3) Includes a small amount of weekly bank plan payments.

MODE OF PREMIUM PAYMENT

Adults — 1979

Mode of Premium Payment	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Annual [1]	19%	14%	17%	23%	18%	22%
Semiannual	6	5	6	7	6	6
Quarterly [2]	11	10	11	11	10	11
Monthly	14	11	13	15	15	15
Monthly Bank Plans	32	28	31	36	36	36
Salary Savings	5	5	5	5	5	5
Monthly Debit	13	26	17	3	10	5
Weekly Debit [3]	†	1	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Mode of Premium Payments	Average Size Policy		
	Male	Female	Total
Annual [1]	$45,610	$23,960	$39,330
Semiannual	41,600	20,170	34,530
Quarterly [2]	38,510	16,980	30,850
Monthly	39,130	23,820	34,520
Monthly Bank Plans	40,780	22,090	34,630
Salary Savings	31,090	16,670	25,940
Monthly Debit	10,260	7,080	8,560
Weekly Debit [3]	4,430	3,400	3,840
Total	$36,830	$17,670	$29,940

† Less than .5%.

(1) Includes a small amount of annual bank plan payments.

(2) Includes a small amount of quarterly bank plan payments.

(3) Includes a small amount of weekly bank plan payments.

TYPE OF POLICY

Adults by Age, Sex, and Marital Status — 1979

Percent of Amount

Men

Type of Policy	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Straight Life	42%	33%	16%	17%	35%	32%
Limited Payment	12	7	3	2	3	4
Modified Life	11	3	4	3	5	6
Endowment	4	2	1	†	†	1
Retirement Income	1	2	†	1	1	1
Level Term	9	24	19	34	32	33
Decreasing Term	3	10	11	15	13	8
Combination Policy	15	17	21	16	8	10
Family Plan Policy	†	†	2	1	†	†
with Additional Term	-	-	2	1	†	-
Regular Policy with Family Plan Rider	1	1	11	6	2	3
and Additional Term	1	†	10	4	1	2
Progressive and Other	1	1	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Women

Type of Policy	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Straight Life	34%	29%	23%	20%	49%	29%
Limited Payment	15	7	6	4	3	4
Modified Life	10	3	6	4	2	2
Endowment	6	5	2	1	1	2
Retirement Income	2	3	†	†	1	1
Level Term	8	18	19	31	23	16
Decreasing Term	1	10	9	13	7	9
Combination Policy	14	16	21	15	10	11
Family Plan Policy	1	†	2	1	†	4
with Additional Term	†	†	1	†	-	1
Regular Policy with Family Plan Rider	4	4	6	8	3	14
and Additional Term	4	5	5	3	1	7
Progressive and Other	1	-	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

TYPE OF POLICY

Adults by Age, Sex, and Marital Status — 1979

Percent of Policies

Men

Type of Policy	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Straight Life	43%	43%	26%	25%	44%	43%
Limited Payment	18	14	6	4	5	8
Modified Life	11	4	3	3	3	5
Endowment	6	5	2	1	1	4
Retirement Income	1	3	1	1	3	2
Level Term	6	11	12	22	18	14
Decreasing Term	1	6	9	16	15	6
Combination Policy	12	13	16	14	7	10
Family Plan Policy	†	†	3	1	†	1
with Additional Term	-	-	2	1	†	-
Regular Policy with Family Plan Rider	1	1	13	8	3	5
and Additional Term	†	†	7	4	1	2
Progressive and Other	1	†	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

Women

Type of Policy	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Straight Life	38%	41%	35%	31%	59%	45%
Limited Payment	22	15	11	8	12	10
Modified Life	8	2	6	3	2	1
Endowment	7	7	2	2	2	2
Retirement Income	1	4	1	1	2	1
Level Term	5	7	11	18	8	5
Decreasing Term	†	4	5	9	4	5
Combination Policy	11	12	15	13	7	8
Family Plan Policy	1	1	3	2	1	5
with Additional Term	†	†	†	†	-	†
Regular Policy with Family Plan Rider	4	4	8	11	3	14
and Additional Term	2	3	3	2	†	4
Progressive and Other	1	-	†	†	†	†
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

TYPE OF POLICY

Adults by Age, Sex, and Marital Status — 1979

Average Size Policy

Men

Type of Policy	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Straight Life	$16,820	$21,220	$18,220	$31,420	$36,040	$23,250
Limited Payment	11,330	14,280	13,330	18,880	29,810	13,680
Modified Life	18,050	25,070	29,570	48,960	80,090	34,870
Endowment	12,030	13,110	18,040	13,760	*	*
Retirement Income	16,820	15,420	*	16,920	11,770	*
Level Term	26,940	63,710	46,900	72,500	81,500	77,650
Decreasing Term	32,290	45,310	34,450	44,380	41,470	41,530
Combination Policy	22,110	37,270	37,140	49,460	52,010	30,930
Family Plan Policy with Additional Term	*	*	19,780	21,990	*	*
	-	-	32,660	39,550	*	-
Regular Policy with Family Plan Rider	*	*	24,630	33,790	38,950	*
and Additional Term	*	*	44,320	50,860	*	*
Progressive and Other	16,580	*	*	*	*	*
Total	$17,160	$28,050	$29,060	$45,430	$46,520	$31,710

Women

Type of Policy	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Straight Life	$11,200	$12,730	$11,700	$15,470	$13,580	$ 9,880
Limited Payment	8,690	8,330	9,140	10,680	4,330	6,580
Modified Life	14,720	*	17,990	24,920	17,640	*
Endowment	10,700	11,480	12,710	12,120	*	11,800
Retirement Income	12,950	11,250	*	9,810	*	*
Level Term	18,820	45,570	30,610	42,300	48,600	44,670
Decreasing Term	*	37,130	29,750	34,980	28,580	29,610
Combination Policy	15,050	24,550	26,080	26,430	22,740	20,210
Family Plan Policy with Additional Term	*	*	9,210	13,440	*	12,120
	*	*	*	*	-	*
Regular Policy with Family Plan Rider	13,250	18,700	13,910	18,050	13,510	14,950
and Additional Term	28,860	28,660	28,370	32,830	*	30,180
Progressive and Other	*	-	*	*	*	*
Total	$12,260	$17,730	$17,650	$23,850	$16,430	$14,980

*Averages not shown for fewer than 25 policies.

INCOME OF INSURED

Adults by Age, Sex, and Marital Status — 1979

Percent of Policies

Men

Income	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 3,000-$ 4,999	1%	†	†	†	-	1%
$ 5,000-$ 7,499	16	4%	5%	1%	2%	4
$ 7,500-$ 9,999	24	10	15	5	3	9
$10,000-$14,999	40	32	43	23	14	28
$15,000-$24,999	18	39	33	47	36	37
$25,000-$49,999	1	12	4	20	31	16
$50,000 and Over	†	3	†	4	14	5
Total	100%	100%	100%	100%	100%	100%

Women

Income	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 3,000-$ 4,999	2%	1%	2%	2%	2%	2%
$ 5,000-$ 7,499	31	11	30	15	18	15
$ 7,500-$ 9,999	35	20	32	21	21	27
$10,000-$14,999	27	40	28	37	32	35
$15,000-$24,999	5	25	8	21	20	18
$25,000-$49,999	†	2	†	3	6	3
$50,000 and Over	†	1	†	1	1	†
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

Note: Excludes those reporting less than $3,000 or no income.

INCOME OF INSURED

Adults by Age, Sex, and Marital Status — 1979

Percent of Amount

Men

Income	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 3,000-$ 4,999	1%	†	†	†	-	†
$ 5,000-$ 7,499	11	1%	3%	1%	†	2%
$ 7,500-$ 9,999	18	5	12	3	1%	5
$10,000-$14,999	40	23	40	15	6	16
$15,000-$24,999	26	40	39	42	22	33
$25,000-$49,999	3	22	5	28	38	28
$50,000 and Over	1	9	1	11	33	16
Total	100%	100%	100%	100%	100%	100%

Women

Income	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 3,000-$ 4,999	1%	†	1%	1%	1%	1%
$ 5,000-$ 7,499	24	8%	26	11	9	9
$ 7,500-$ 9,999	32	13	30	17	11	21
$10,000-$14,999	32	37	31	35	28	32
$15,000-$24,999	8	32	12	25	25	27
$25,000-$49,999	1	5	†	8	20	9
$50,000 and Over	2	5	†	3	6	1
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

Note: Excludes those reporting less than $3,000 or no income.

INCOME OF INSURED

Adults by Age, Sex, and Marital Status — 1979

Average Size Policy

Men

Income	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 3,000-$ 4,999	*	*	*	*	-	*
$ 5,000-$ 7,499	$15,010	$ 10,270	$17,740	$ 24,490	$ 13,390	*
$ 7,500-$ 9,999	14,810	13,370	23,550	27,130	12,480	$19,610
$10,000-$14,999	20,210	21,870	29,450	31,880	20,550	19,880
$15,000-$24,999	29,350	31,570	37,210	43,660	32,070	30,690
$25,000-$49,999	*	57,540	42,080	69,900	64,700	63,590
$50,000 and Over ...	*	101,440	*	121,780	122,650	*
Total	$20,310	$ 30,630	$31,330	$ 48,400	$ 52,670	$34,850

Women

Income	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 3,000-$ 4,999	*	*	*	$15,900	*	*
$ 5,000-$ 7,499	$11,600	$13,310	$18,030	18,960	$10,530	$11,000
$ 7,500-$ 9,999	13,350	13,660	19,410	20,870	11,380	13,760
$10,000-$14,999	16,680	18,560	22,170	24,920	17,950	16,800
$15,000-$24,999	22,330	26,010	30,710	30,950	26,200	27,940
$25,000-$49,999	*	*	*	65,300	72,390	*
$50,000 and Over ...	*	*	*	*	*	*
Total	$14,490	$20,290	$20,610	$26,280	$20,770	$18,290

*Averages not shown for fewer than 25 policies.
Note: Excludes those reporting less than $3,000 or no income.

OCCUPATION OF INSURED

Adults by Age, Sex, and Marital Status — 1979

Percent of Policies

Men

Occupation	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Professional and Semiprofessional	4%	16%	7%	17%	14%	10%
Executives, Managers and Proprietors	7	22	12	25	36	24
Farm Owners and Managers	2	3	3	3	6	1
Clerical and Sales	10	14	11	13	11	15
Craftsmen, Foremen and Operatives	28	28	49	32	25	37
Service Workers, Unskilled Workers and Armed Forces	14	14	15	9	8	12
Students (Age 15 and over)	35	3	3	1	†	1
Homemakers	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%

Women

Occupation	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Professional and Semiprofessional	6%	27%	8%	13%	9%	12%
Executives, Managers and Proprietors	3	10	4	7	8	8
Farm Owners and Managers	†	-	-	†	†	†
Clerical and Sales	29	37	30	25	21	28
Craftsmen, Foremen and Operatives	10	13	9	7	8	14
Service Workers, Unskilled Workers and Armed Forces	14	12	7	7	8	17
Students (Age 15 and over)	38	1	2	1	†	1
Homemakers	-	-	40	40	46	20
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

Note: Excludes Retirees and those not reporting an occupation.

OCCUPATION OF INSURED

Adults by Age, Sex, and Marital Status — 1979

Percent of Amount

Men

Occupation	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Professional and Semiprofessional	6%	19%	8%	20%	17%	13%
Executives, Managers and Proprietors	11	32	15	32	53	41
Farm Owners and Managers	3	5	5	4	7	2
Clerical and Sales	12	14	13	14	9	17
Craftsmen, Foremen and Operatives	28	20	44	23	11	19
Service Workers, Unskilled Workers and Armed Forces	13	8	13	6	3	8
Students (Age 15 and over)	27	2	2	1	†	†
Homemakers	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%

Women

Occupation	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Professional and Semiprofessional	7%	29%	10%	17%	11%	15%
Executives, Managers and Proprietors	5	16	5	10	16	16
Farm Owners and Managers	†	-	-	1	1	1
Clerical and Sales	34	36	33	23	22	31
Craftsmen, Foremen and Operatives	10	10	9	5	5	12
Service Workers, Unskilled Workers and Armed Forces	12	8	8	6	4	11
Students (Age 15 and over)	32	1	2	1	†	1
Homemakers	-	-	33	37	41	13
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

Note: Excludes Retirees and those not reporting an occupation.

OCCUPATION OF INSURED

Adults by Age, Sex, and Marital Status — 1979

Average Size Policy

Men

Occupation	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Professional and Semiprofessional	$23,350	$35,040	$35,740	$54,750	$60,940	$40,870
Executives, Managers and Proprietors	28,800	42,090	37,300	60,600	72,460	56,210
Farm Owners and Managers	26,990	52,280	49,800	64,490	62,320	*
Clerical and Sales	20,160	29,450	32,520	47,760	37,440	37,420
Craftsmen, Foremen and Operatives	17,400	20,390	26,000	32,010	20,720	16,930
Service Workers, Unskilled Workers and Armed Forces	15,990	15,710	24,670	31,400	18,660	21,700
Students (Age 15 and over)	13,410	21,170	21,370	45,560	*	*
Homemakers	-	-	-	-	-	-
Total	$17,300	$29,060	$29,180	$45,970	$48,880	$32,940

Women

Occupation	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
Professional and Semiprofessional	$15,260	$20,080	$22,560	$31,230	$20,540	$19,700
Executives, Managers and Proprietors	20,470	31,480	25,680	34,540	32,290	30,290
Farm Owners and Managers	*	-	-	*	*	*
Clerical and Sales	14,840	18,450	19,330	22,410	17,440	17,000
Craftsmen, Foremen and Operatives	11,990	14,470	16,600	16,740	9,510	13,770
Service Workers, Unskilled Workers and Armed Forces	11,100	11,750	18,550	18,800	8,800	10,930
Students (Age 15 and over)	10,350	*	13,130	*	*	*
Homemakers	-	-	14,890	22,430	14,640	10,170
Total	$12,510	$18,830	$17,590	$23,960	$16,500	$15,650

*Averages not shown for fewer than 25 policies.
Note: Excludes Retirees and those not reporting an occupation.

SIZE OF POLICY

Adults by Age, Sex, and Marital Status — 1979

Percent of Policies

Men

Policy Size	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 1,000 and Under	1%	3%	†	†	4%	2%
$ 1,001-$ 1,999	†	1	-	†	1	1
$ 2,000-$ 4,999	5	7	2%	2%	7	7
$ 5,000	11	7	3	3	6	9
$ 5,001-$ 9,999	4	5	4	3	5	5
$10,000	30	17	14	8	9	16
$10,001-$24,999	24	19	26	16	15	18
$25,000-$49,999	19	23	34	31	18	19
$50,000-$99,999	5	10	14	22	17	13
$100,000 and Over	1	8	3	15	18	10
Total	100%	100%	100%	100%	100%	100%

Women

Policy Size	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 1,000 and Under	2%	4%	†	1%	12%	9%
$ 1,001-$ 1,999	1	1	†	1	3	2
$ 2,000-$ 4,999	9	10	6%	6	22	14
$ 5,000	18	12	13	9	17	11
$ 5,001-$ 9,999	7	8	6	7	4	10
$10,000	32	18	27	20	13	13
$10,001-$24,999	19	21	22	19	9	20
$25,000-$49,999	10	19	19	24	10	15
$50,000-$99,999	2	5	6	10	5	4
$100,000 and Over	†	2	1	3	5	2
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

SIZE OF POLICY

Adults by Age, Sex, and Marital Status — 1979

Percent of Amount

Men

Policy Size	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 1,000 and Under	†	†	†	†	†	†
$ 1,001-$ 1,999	†	†	-	†	†	†
$ 2,000-$ 4,999	1%	1%	†	†	†	1%
$ 5,000	3	1	†	†	1%	1
$ 5,001-$ 9,999	2	1	1%	†	1	1
$10,000	17	6	5	2%	2	5
$10,001-$24,999	24	11	16	6	5	10
$25,000-$49,999	31	25	38	22	12	17
$50,000-$99,999	14	20	27	28	20	23
$100,000 and Over	8	35	13	42	59	42
Total	100%	100%	100%	100%	100%	100%

Women

Policy Size	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 1,000 and Under	†	†	†	†	1%	1%
$ 1,001-$ 1,999	†	†	†	†	†	†
$ 2,000-$ 4,999	2%	2%	1%	1%	3	2
$ 5,000	7	4	4	2	5	4
$ 5,001-$ 9,999	4	3	2	2	2	5
$10,000	26	10	15	8	8	9
$10,001-$24,999	25	20	22	13	9	22
$25,000-$49,999	23	31	33	31	18	29
$50,000-$99,999	8	16	19	24	17	15
$100,000 and Over	5	14	4	19	37	13
Total	100%	100%	100%	100%	100%	100%

† Less than .5%.

SIZE OF POLICY

Adults by Age, Sex, and Marital Status — 1979

Average Size Policy

Men

Policy Size	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 1,000 and Under ..	$ 970	$ 940	*	*	$ 850	*
$ 1,001-$ 1,999	*	*	-	*	1,460	*
$ 2,000-$ 4,999	2,530	2,620	$ 3,140	$ 2,890	2,870	$ 2,700
$ 5,000	5,000	5,000	5,000	5,000	5,000	5,000
$ 5,001-$ 9,999	7,360	7,210	7,600	7,490	7,160	7,320
$10,000	10,000	10,000	10,000	10,000	10,000	10,000
$10,001-$24,999	16,950	16,700	17,140	17,110	16,930	17,050
$25,000-$49,999	28,010	29,910	32,140	32,070	30,840	29,500
$50,000-$99,999	53,760	55,290	58,120	57,600	55,790	57,820
$100,000 and Over ..	118,390	129,200	114,950	129,570	147,880	128,410
Total	$ 17,160	$ 28,050	$ 29,060	$ 45,430	$ 46,520	$ 31,710

Women

Policy Size	Never married		Married			Widowed, Divorced, Separated
	Age 15-24	Age 25 and over	Age 15-24	Age 25-39	Age 40 and over	
$ 1,000 and Under ..	$ 1,000	$ 830	*	*	$ 920	$ 850
$ 1,001-$ 1,999	*	*	*	*	1,460	1,480
$ 2,000-$ 4,999	2,620	2,620	$ 2,730	$ 2,760	2,650	2,720
$ 5,000	5,000	5,000	5,000	5,000	5,000	5,000
$ 5,001-$ 9,999	7,150	6,870	7,210	7,150	6,780	6,980
$10,000	10,000	10,000	10,000	10,000	10,000	10,000
$10,001-$24,999	16,250	16,360	17,250	16,810	16,570	16,500
$25,000-$49,999	28,010	29,790	30,410	29,920	29,100	30,230
$50,000-$99,999	56,820	57,380	55,290	55,170	53,220	55,670
$100,000 and Over ..	*	*	*	125,400	133,970	*
Total	$ 12,260	$ 17,730	$ 17,650	$ 23,850	$ 16,430	$ 14,980

*Averages not shown for fewer than 25 policies.